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# MARKETING-CLOUD-EMAIL-SPECIALIST<sup>Q&As</sup>

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#### QUESTION 1

A subscriber received a purchase confirmation email from Northern Trail Outfitters which did not contain a way to opt out. What can be inferred about this email?

- A. The email is commercial and not required to contain an opt-out link.
- B. The email is transactional and not required to contain an opt-out link.
- C. The subscriber can reply with "opt out" in the email body to be removed.
- D. The subscriber can mark the email to signify it is spam.

Correct Answer: B

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#### QUESTION 2

A customer is planning to redesign the company website and email design. As part of the email updates, the company plans to keep its logo in the header and start using preheader text. What two additional best practices could be applied to the company's new email design? (Choose two.)

- A. Mobile optimized emails
- B. Corresponding call-to-action included in primary message
- C. Use of emojis in preheader text
- D. A mix of old branding with new branding

Correct Answer: AB

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#### QUESTION 3

The marketing team at Northern Trail Outfitters is concerned about its email deliverability rates over the last three months. Which remediation tactic should be used to improve deliverability?

- A. Increase the frequency of email sending to boost engagement.
- B. Broaden segmentation criteria to reach more diverse audiences.
- C. Scale back sending for specific ISPs until the issue subsides.

Correct Answer: C

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#### QUESTION 4

When building an email audience, a marketer first runs a query to update a data extension referenced in the audience query.



Which configuration should be used to ensure the exclusion is updated before the audience query runs?

- A. In the step with the two SQL activities, place a wait step between them.
- B. Place the audience SQL Query Activity in a step after the exclusion SQL Query Activity.
- C. Place the audience SQL Query Activity below the exclusion SQL Query Activity.

Correct Answer: B

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#### QUESTION 5

Northern Trail Outfitters (NTO) wants to be notified of any abnormal subscriber behavior with its `Weekly Deal email.

Which feature provides notification badges to alert NTO of any performance issues?

- A. Einstein Engagement Scoring
- B. Einstein Copy insights
- C. Einstein Messaging Insight

Correct Answer: A

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